



THE
RIGHT
PLACE

Delaware Business Marketing Program

DELAWARE
ECONOMIC DEVELOPMENT OFFICE

Right Place. Right Size.

Presented to:

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The Delaware Business Marketing Program figures shown below reflect the total contributions and expenditures for FY12 and to date (May 7, 2013). DEDO is in the process of negotiating contracts (location advisor outreach and website development) that renew within the next month (FY13). These expenditures are not yet reflected below.

Contributions Received:

The total contribution received July 1, 2012 - May 7, 2013 is \$12,500.

The total contribution received July 1, 2011 – June 30, 2012 is \$7,500.

Total Expenditures:

The total expenditure for July 1, 2012 - May 7, 2013 for the Business Marketing Program is \$82,681.08.

The total expenditures for July 1, 2011 – June 30, 2012 for the Business Marketing Program is \$353,085.76

MARKETING PROGRAM ASSESSMENT

The Strategic Communications team of the Delaware Economic Development Department provides communications and marketing support for business attraction, retention and expansion and for new and existing financial and educational programs.

Through the marketing program, the team develops and implements comprehensive communication plans. Using public relations, advertising, marketing, social media and the web, the team works to integrate all of DEDO's programs and efforts to:

- Promote a favorable vision of DEDO
- Create new communication opportunities and leverage existing opportunities/relationships
- Define strategic, actionable goals and an implementation approach and plan
- Design, prepare and execute strategic communications
- Design marketing materials

Following are examples of how the marketing plan specifically assists some of DEDO's programs:

Location Advisor Outreach

In an effort to promote Delaware's unique business advantages such as its Northeast corridor market access, talented and educated workforce, favorable tax climate and business-friendly government, one aspect of the marketing program focuses location advisor outreach.

DEDO continues to build strong relationships with this increasingly important group of influencers who advise corporations on site location decisions. Communication efforts continue

to be enhanced to include regular emails announcing Delaware news (recent company announcements – new facilities, expansions and/or relocations – that speak to the state’s economic development success), targeted luncheon events with the Governor (NYC/Philly), and personal meetings (NYC/Philly/DC).

As a result of this outreach, the number of *Requests for Information* received by DEDO is greater than the prior year. Of particular note, DEDO has received numerous RFI’s as a result of newly formed relationships with advisors in NYC/Philly/DC.

Requests for Information

The marketing program plays a vital role in DEDO’s mission of attracting new investors and businesses to the state, promoting the expansion of existing industry and improving employment opportunities for all Delawareans. Every *Request for Information* that DEDO receives a personal and customized response. The Strategic Communications team works in collaboration with key teams within DEDO to prepare a response that specifically meets the needs of the client. The team also provides supporting materials, promotional items, etc to further enhance the relationship between DEDO and the client.

Website Development

DEDO’s website and sub-sites are created and managed in-house. The layout, graphics, design, content and coding are handled by DEDO’s web developer in collaboration with the Strategic Communications team. The website is continuously updated to appeal to location advisors, company executives, and entrepreneurs to reflect why Delaware is the *Right Place* and the *Right Size* to start, relocate or expand their business. In addition to DEDO’s main website, sub-sites for individual programs (SSBCI, LIFT, DRIP, BFF, Project Pop-up, etc) are also created through the business marketing program. The team monitors website usage and clicks through reports created in-house utilizing Google Analytics.

Entrepreneurial Support

The marketing program is designed to support DEDO’s Entrepreneurial & Small Business efforts by promoting the tools and educational opportunities available through DEDO’s resources and partners. For example, DEDO continues to facilitate the state's only active Kauffman FastTrac entrepreneurial training program. The FastTrac program is designed to help entrepreneurs hone the skills they need to create, manage and grow successful businesses in Delaware.

FastTrac consists of three targeted programs designed specifically for those starting a business, those growing a business, and veterans of the Armed Forces who are returning to the business world and want to maximize their unique leadership skill set. The marketing program creates maximum awareness of the overall FastTrac program while identifying and targeting these three distinct audiences. This is achieved through advertising, media pitches, email blasts, flyers, and most recently video testimonials .

Increased interest, enrollment and participant feedback provides assurance that awareness and understanding of the Kauffman FastTrac program continues to rise.

Downtown Delaware

DEDO's Downtown Delaware program provides Delaware's historic downtowns, communities, and small businesses with tools to revitalize their commercial districts, increase entrepreneurial opportunity, and enhance quality of place. Last fall, Downtown Delaware launched *Project Pop-Up*, an innovative initiative intended to stimulate entrepreneurial activity and reduce downtown vacancies.

Project Pop-Up was designed to provide several Delaware entrepreneurs an opportunity to be "open for business" in select downtowns by offering commercial space, rent-free for three months during the 2012 holiday season. The uniqueness of this project required implementing a variety of marketing techniques – radio ads, videos, photography, on-site window posters, website design, QR Codes, press releases and media pitches. Entrepreneurs participating in this initiative experienced such success that two of the businesses in these temporary locations committed to long-term leases.

Workforce

DEDO's Workforce Development team helps Delaware employers build a competitive workforce by upgrading and retaining valued workers through customized training programs that build employee competencies. In addition to customize training, the marketing program promotes workforce training for valuable skills such as welding, lean manufacturing, capital efficiencies, leadership and software training through brochures, flyers and the website.

Financial Programs

The Delaware Strategic Fund is the state's primary funding source. The fund provides low-interest loans and grants to businesses for job creation, relocation and expansion through programs such as: the State Small Business Credit Initiative (SSBCI), Delaware Rural Irrigation Program (DRIP), Business Finder's Fee (BFF) and Limited Investment for Financial Traction (LIFT).

Through the marketing program, customized websites are created for the above programs. Additionally the marketing program targets banks, businesses and farmers through video testimonials, print advertising, brochures, and prepared presentations.

Sponsorships

DEDO is often asked to support business and community events and/or programs. Participation in such events can promote and enhance economic development and tourism activities within the state of Delaware. In return, DEDO receives recognition for its support before and during the event. Through the marketing program, the Strategic Communications team may prepare exhibits, supply promotional items, customized program ads and logos to support the event/program while promoting DEDO's programs.